

Rank Category	Number	Percent of Total
5. Financial Companies	214,233	4.85%
Consumer Finance & Loan	36,516	
Credit Card Co's	33,253	
Security Brokers/Dealers	23,364	
Banks	20,530	
Savings & Loan Co's	16,662	
Commodities Brokers/Dealers	8,338	
Other Financial	75,570	
6. Franchised Auto Dealers	201,873	4.57%
7. Soliciting Organizations	142,100	3.21%
Charity	75,531	
Advertising	39,977	
Police/Fire	13,487	
Veterans	8,877	
Business Membership	4,227	
8. Real Estate Companies	112,650	2.55%
Real Estate Sales/Rental	41,184	
Time Share/Condo Plans	40,853	
Land Development Co's	30,613	
9. Vacation Certificate Companies	107,353	2.43%
10. Direct Selling Companies	101,112	2.29%
Magazine	25,591	
Photographers	14,065	
Encyclopedia	5,831	
Not Elsewhere Classified	55,625	

TOP TEN CATEGORIES OF COMPLAINT

Rank	Category	Number	Percent of Total
1.	Ordered Product Sales	60,883	15.27%
	Via Catalogs by Mail	12,578	
	Magazine Subscriptions by Mail	11,074	
	Via Newspaper/Magazine Adv	7,989	
	Via Broadcast Advertising	1,700	
	Via Telephone Solicitation	849	
	Not Elsewhere Classified	26,693	
2.	Home Remodeling/Improvement Co's	36,083	9.05%
	Home Remodeling Contractors	6,859	
	Roofing Contractors	5,120	
	Heating/Central Air Cond Co's	3,166	
	Plumbing Contractors	2,625	
	Thermal Window & Door Co's	1,882	
	Solar Energy Co's	1,521	
	Siding Contractors	1,485	
	Paving Contractors	1,406	
	Electrical Contractors	831	
	Fence Co's	793	
	Home Insulation Co's	550	
	Cement Contractors	484	
	Waterproofing Co's	366	
	Not Elsewhere Classified	8,997	
3.	Auto Repair Shops	27,171	6.81%
	Auto Repair-Excl Transmission	9,146	
	Auto Transmission Shops	3,594	
	Auto Repair-Paint & Body	3,147	
	Auto Repair-Tires/Batt/Acc	2,937	
	Auto Repair-Miscellaneous	8,346	
4.	Franchised Auto Dealers	21,806	5.47%
5.	Home Furnishings Stores	10,599	2.66%

Rank Category	Number	Percent of Total
6. Financial Companies	10,084	2.53%
Banks	2,178	
Credit Card Co's	2,172	
Consumer Finance & Loan	1,702	
Savings & Loan Co's	653	
Security Brokers/Dealers	289	
Commodities Brokers/Dealers	178	
Other Financial	2,912	
7. Direct Selling Companies	9,189	2.30%
Magazine	4,097	
Photographers	1,756	
Encyclopedia	359	
Not Elsewhere Classified	2,977	
8. Department Stores	7,791	1.95%
9. Insurance Companies	7,753	1.94%
Automobile Insurance	1,369	
Accident & Health Insurance	1,306	
Life Insurance Co's	1,215	
Homeowner/Renter Hazard Ins	393	
Not Elsewhere Classified	3,470	
10. Dry Cleaning/Laundry Co's	7,427	1.86%

The Council and the 172 Better Business Bureau System are business supported organizations "devoted to the protection of the consuming public and to the vitality of the free enterprise system. It fulfills its purpose by fostering the highest standards of responsibility and probity in business practice, by advocating truth in advertising and by assuring integrity in the performance of business services, such objectives to be achieved through voluntary regulation and monitoring activities designed to enhance public trust and confidence in business."



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